

Tourism Board Meeting
April 14, 2005
Community Market

Board Members Present: Phil Mays, Jimmy Farlow, Tim Mantooth, Anil Patel, Lawrence McFall and Wayne Oakes

Board Members Absent: Laurie Moran, Anne Moore and Dale Castiglione

Others in attendance: John Gilstrap, Tish Lindsey, Rosalee Maxwell and Julie Allen

Phil Mays called the meeting to order and welcomed Julie Allen as Assistant Director of Tourism.

Jimmy Farlow moved to approve the minutes of the March meeting and Tim Mantooth seconded. The motion carried.

Committee Reports:

Communications Committee: The filming for the City Manager's Report on Tourism is April 19. Chuck Viperman and Rosalee Maxwell will be the speakers. The Register and Bee is working on a Tourism tab. It is to run on April 29 to kick-off Tourism Month and will highlight Art on the Lawn and a calendar of events.

Historical Committee: There is no new report at this time.

Attraction Committee: There is no new report at this time.

Hotel Committee: There is no new report at this time.

Restaurant Committee: There is no new report at this time.

Budget Committee: Rosalee Maxwell presented the proposed budget for the 2005-2006 year.

New Business –

- Upcoming events: May 6 will be the first of the Fridays at the Crossing. The Embers will be performing. The Tams and UBU concert is April 30. Tickets will be given to Rugby teams and Art on the Lawn attendees. Artrain is at the Science Center this weekend with the opening reception tonight.

Old Business –

- Concert series: John Gilstrap reported that Harvest Jubilee is in negotiation with four bands and KC and the Sunshine Band is confirmed for July 8. The first concert will be in June. They hope to be able to release the full schedule very soon.

- Tournaments: There are many tournaments coming to Danville during the spring and summer. The USA South Baseball Tournament with six teams staying locally is this week. Home School World Series is April 21-24. The Duke MBA Rugby Championships went well last weekend. There were teams from Australia, England, Ireland, Canada, France and the US. The Rugby South Tournament, April 30 – May 1, will include twelve teams.
- Events: The Wall that Heals received over 11,000 visitors and a tremendous amount of media coverage.
- Sign project: The sign project involves three separate programs. (1) The application for the Crossing logo signs at Goodyear Blvd off of the 29 Expressway has been submitted. (2) The check request has been submitted for the Welcome Center signage, off Route 58, application. (3) The historic district signage will be handled locally. Once the locations and quantities have been determined, we will proceed. The money for part of these programs will come from this fiscal year.
- Marketing: A preliminary advertising/marketing meeting is scheduled for 1:00 pm on April 28 at the Welcome Center for all those board members who are interested in attending. Several ads were shared with the board.
- Tracking: We may be able to partner with National College of Business and Technology and DCC to gather information at events. This project will be discussed with hotels and attractions.

Meeting adjourned.

The next Tourism Board meeting will be held on May 12 at 3:30 p.m. in the Comfort Inn Board Room.